

WHAT IS CLAIMED IS:

1. A computer-based method for marketing attendance right options, comprising:

storing, in a computer, information related to attendance right options;

linking said computer to at least one user terminal through a data communication link; and,

displaying, at said user terminal, information concerning selected attendance right option(s).

2. A computer-based method, as defined in claim 1, wherein storing comprises writing said information into a random access memory.

3. A computer-based method, as defined in claim 1, wherein storing comprises writing said information into a magnetic storage device.

4. A computer-based method, as defined in claim 1, wherein storing comprises writing said information into an optical storage device.

5. A computer-based method, as defined in claim 1, wherein storing includes storing information identifying a particular attendance right and a current offer or bid for the option to purchase said particular attendance right.

6. A computer-based method, as defined in claim 1, wherein storing includes storing information identifying a particular

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attendance right and a current highest bid for the option to purchase said particular attendance right.

X
7. A computer-based method, as defined in claim 6, wherein storing further includes storing a complete bid history
5 concerning the option to purchase said particular attendance right.

8. A computer-based method, as defined in claim 1, wherein storing further includes storing option expiration information.

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10 9. A computer-based method, as defined in claim 1, wherein storing includes further includes storing information related to vesting of a particular attendance right option. person's name

official notation w/ stamps
X
11 10. A computer-based method, as defined in claim 9, wherein vesting information includes an identification of a particular team or competitor who must qualify for the particular event. 112 AB

official notation
11 11. A computer-based method, as defined in claim 9, wherein vesting information includes an identification of a particular round of play.

11 12. A computer-based method, as defined in claim 9, wherein vesting information includes an identification of home or away status of the particular event.

20 13. A computer-based method, as defined in claim 1, wherein information includes a unique certificate or certification number associated with each attendance right option. base code

✓ 14. A computer-based method, as defined in claim 1, wherein said

data communication link includes at least one internet segment.

✓ 15. A computer-based method, as defined in claim 1, wherein linking includes authenticating the user terminal as an authorized user.

✓ 5 16. A computer-based method, as defined in claim 1, wherein displaying involves use of an internet browser.

✓ 17. A computer-based method, as defined in claim 1, wherein displaying includes displaying information identifying a particular attendance right and bid(s) and/or offer(s) on the option to purchase said particular attendance right.

18. A computer-based method, as defined in claim 1, wherein displaying includes displaying information identifying a particular attendance right and a current highest bid for the option to purchase said particular attendance right.

✓ 19. A computer-based method, as defined in claim 18, wherein displaying further includes displaying a complete bid history for said particular attendance right.

20. A computer-based method, as defined in claim 1, wherein displaying further includes displaying a date on which a sale of the option to purchase said particular attendance right will take place.

21. A computer-based method, as defined in claim 1, wherein displaying further includes displaying account balance information for the user of said user terminal.

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X
Official Notice

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Gold member
Silver member
etc.
✓?
22. A computer-based method, as defined in claim 1, wherein displaying further includes displaying option position information for the user of said user terminal.

prices
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23. A computer-based method, as defined in claim 1, wherein displaying further includes displaying up-to-date option valuation information.

obvious
24. A computer-based method, as defined in claim 23, wherein said option valuation information is computed from current sports wagering data.

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O.K.
25. A computer-based method, as defined in claim 23, wherein said option valuation information is computed based on user-input probabilities concerning option-vesting contingencies.

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view
options on
securities
26. A computer-based method, as defined in claim 18, wherein displaying further includes displaying the net profit/loss for positions currently held by the user of said user terminal.

27. A computer-based method, as defined in claim 26, wherein net profit/loss is computed from the current bid(s)/offer(s) on positions similar to those held by the user.

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28. A computer-based method, as defined in claim 1, further comprising: receiving a command, over said communication link, from a user of said user terminal.

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29. A computer-based method, as defined in claim 28, wherein receiving a command to purchase the option to purchase a particular attendance right at a previously-displayed

offer price.

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Same as
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30. A computer-based method, as defined in claim 28, wherein receiving, ^{a command} comprises receiving a command to place a specified bid on the option to purchase a particular attendance right.

31. A computer-based method, as defined in claim 28, wherein receiving, ^{a command} comprises receiving a command to cancel a specified bid on the option to purchase a particular attendance right.

32. A computer-based method, as defined in claim 1, wherein receiving, ^{a command} comprises receiving a command to place and maintain a bid, higher than the current highest bid, but subject to a limit, on the option to purchase a particular attendance right.

33. A computer-based method, as defined in claim 1, further comprising: receiving bid(s) and/or offer(s) on selected attendance right options.

34. A computer-based method, as defined in claim 33, further comprising: clearing said bid(s) and/or offer(s) through a market clearing process.

35. A computer-based method, as defined in claim 34, wherein said market clearing process comprises a Dutch auction process.

36. A computer-based method, as defined in claim 34, wherein said market clearing process comprises an open outcry process.

37. A computer-based system for marketing attendance right options, comprising:

at least one computer, said computer storing information related to attendance right options;

at least one user terminal, linked to said computer through a data communication link; and,

said user terminal being configured to receive and/or display information concerning selected attendance right option(s).

38. An article-of-manufacture, for use in connection with a computer, said article-of-manufacture comprising a computer-readable medium including a plurality of instructions which, when executed, cause said computer to:

store information related to attendance right options;

link to at least one user terminal through a data communication link; and,

display, at said user terminal, information concerning selected attendance right option(s).

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